

Bournemouth & Poole College

Published on *Bournemouth and Poole College* (<https://www.thecollege.co.uk>)

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Thursday, 28 January 2021

Bournemouth & Poole College will continue to sponsor Premier League Kicks in the Poole region for the 2020/21 season, a project which offers free football and additional opportunities to over 1,000 young people locally a year.

This marks the third year that we are sponsoring the AFC Bournemouth Community Sports Trust's popular project.

Premier League Kicks encourages young people to get involved in playing sports in the evenings and at weekends, which sees them benefit from a healthier lifestyle, improved well-being and, most importantly, offers them a safe environment to enjoy themselves while having fun with friends.

Cherries defender Chris Mepham is the ambassador from the project and during the partnership has been to a number of events in the region to support the young players.

You may have seen already that we also sponsor the club's 'On This Day' feature which highlights a well-remembered moment in the club's history and features across the Cherries' social channels.

Amy Marks, Partnerships Manager at AFC Bournemouth, said: "We're really pleased to have the support of Bournemouth & Poole College again this season, giving their backing to a project that benefits so many young people in our community.

"The College does so much to enrich young lives in the area, so it's a perfect fit to work with them as a part of Premier League Kicks in the Poole region."

Matthew Butcher, Commercial Director at The College said: "The College is delighted to continue working with AFC Bournemouth. At this time in particular it is vital that organisations at the centre of the community work together to ensure opportunities for training and development are available for everyone.

"The College is here to support the whole community, especially as we recover from COVID-19 and we really value the support the club gives us to reach the local community."

As part of the relationship, our staff will continue to have the opportunity to engage with volunteering at the Poole sessions as well as receiving a number of advertising benefits at Vitality Stadium, with the College also continuing as executive partners of AFC Business, where we regularly engage with virtual events and webinars.

To celebrate National Apprenticeship Week 2021, we have teamed up with AFC Bournemouth and will be giving one lucky person an AFC Bournemouth signed home shirt!

